



After Graduation-What?

From 8(a) into the Real World

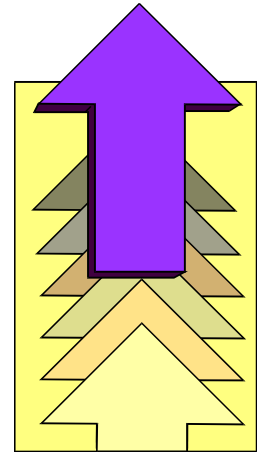
Mary Ann Mitchell, President/CEO

CC-OPS, INC.

Steps To Success

- Review Past Success Indicators
- Study the Competition/Market
- Upgrade Capabilities
- Market, Market, Market
- Monitor, Analyze and Revise

“Connect, Control, Complete”



Review Past Success Indicators

- Review contracting history
- Brainstorm
 - Marketing Staff
 - Service Staff
- Review and Form Conclusions
- Plan for the Future



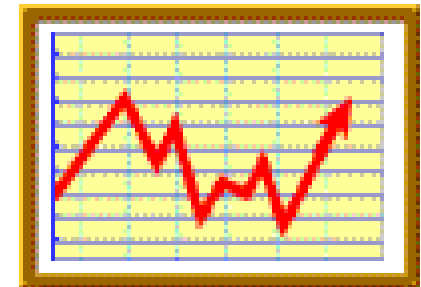
Study the Competition/Market



- Other 8(a) Graduates
- Contract Winners
- Subcontractor Community
- Industry Trends

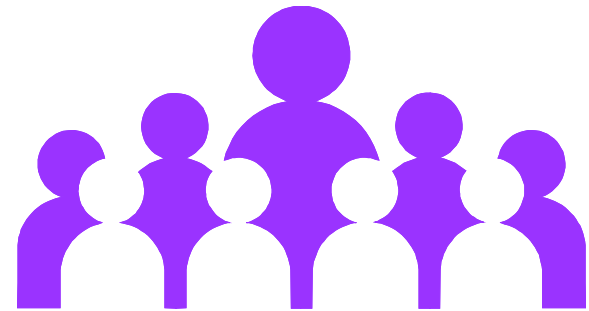
Upgrade Capabilities

- Marketing Plan
- Product/Service Offerings
- Staff Proficiencies
 - Technical Certifications
 - Help Desk Automation
- Administrative/Management Efficiencies
 - Goldmine
 - E-commerce
 - Wireless Communication
 - Intranet



Market, Market, Market

- Solidify/Expand Outreach Network
 - Business/Community Organizations
 - Government Marketing Network (ProNet, GSA Schedules, SmallBizMall)
- Strengthen Current/Forge New Alliances
 - Aerospace and Fortune 500
 - Private Sector Decision Makers
 - Public Officials
 - Agency Leaders
 - Subcontractors
 - Teaming



Market, Market, Market

- Refine Target Markets
- Identify New Markets
- Implement Contract/Opportunity Search Procedures
- Refresh/Improve RFP Content
 - Update language and style

“Find More, Win More”



Monitor, Analyze & Revise

- **Monitor**

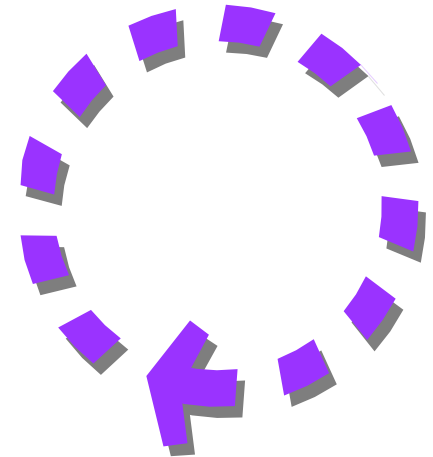
- Collect Marketing/Sales Metrics
- Survey Customer Satisfaction Levels
- Be Aware of Employee Morale Profile

- **Analyze**

- Management Brainstorm Sessions
- Identify Trends, Reach Conclusions

- **Revise**

- Implement Operation Changes



“Repeat The Success Cycle!!”

Steps To Success - Recap

- Review Past Success Indicators
- Study the Competition
- Upgrade Capabilities
- Market, Market, Market
- Monitor, Analyze and Revise

***“Success is a Process
not a Destination”***



Presenter Profile



● **Mary Ann Mitchell**, President/CEO

○ **Board Memberships**

- National Black Business Council, Inc. (NBBC) – Chairperson
- NASA Advisory Commission on Small Business
- Black Business Association (BBA), Los Angeles
- National Association of Women Business Owners (NAWBO)
- The Greenlining Institute

○ **Presidential Appointments**

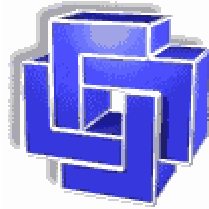
- White House Conference on Small Business, 1995
- SBA Regional Regulatory Fairness Board, 1996

○ **Degrees and Certificates**

- California State University
- Wharton School of Management (University of Pennsylvania)
- Anderson Graduate School of Management



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